Template

Customer experience journey map

Use this framework to better understand customer needs, motivations, and obstacles by illustrating a key scenario or process from start to finish. When possible, use this map to document and summarize interviews and observations with real people rather than relying on your hunches or assumptions.

Created in partnership with

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Document an existing experience

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

SCENARIO

Browsing, booking, attending, and rating a local city tour

Steps

What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Detection of accuracy of kidney disease	**Blood pressure levels and sugar levels are detected.**	The customer data may be wrong.	The customer may feel happy.	Treatment can be made based on the accuracy.
Use the machine learning model or website	**Enter the blood pressure and sugar level values.**	Detect the accuracy and detect for side effects.	The customer may be depressed.	Personalized recommendations.
Collect the dataset and split it.	**Accuracy of disease is detected.**	Undergo treatments.	The customer may be satisfied with the model.	Follow suggestions given by doctors.
Enter the values of sugar and blood pressure.	The blood pressure and sugar levels are detected for prediction of this disease.	The patient should undergo for treatment based on the accuracy.	The customer may feel happy because if the spread is low the customer may feel happy.	Treatment can be made based on the accuracy.
After predicting the accuracy the customer can predict if the disease spread is in the early stage so that the customer can take treatment according to the spread of disease.	They enter the blood pressure and sugar level values for the prediction of the disease.	The customer after detecting the accuracy the customer should detect the presence of side effects.	The customer may feel happy because heavy spread may lead to kidney failure.	Based on the prediction the customer can take treatment based on the accuracy.
Most of the patients suffer from kidney disease.may use this model for detection of accuracy.	After the entry of values the outcome is the accuracy of disease.	The customer blood and sugar level may be wrong due to this the accuracy may be wrong.	Because this model may be used to early prediction of disease.	Some of the customer can be given to customer to follow and it may be helpful.
View the accuracy and predict the spread of disease.				Follow suggestions given by doctors and take regular medications.
The customer should enter the values of sugar and blood level to predict the accuracy.				
The datasets of blood pressure and sugar level are collected and splitted.				
The customer undergoes sugar and blood pressure test for detection of accuracy.				

Interactions

What interactions do they have at each step along the way?

- **People:** Who do they see or talk to?
- **Places:** Where are they?
- **Things:** What digital touchpoints or physical objects would they use?

Entice	Enter	Engage	Exit	Extend
Giving the inputs in the developed machine learning model in google colab.	The customer may take suggestion from doctors.	The customer may suffer from kidney pain.	Feels satisfied with the accuracy and prediction of result at the earliest time.	The customer asks suggestions from people who suffered from this type of disease.
Websites related to medical fields.	Customers databases in hospitals while taking tests.	Higher spread of disease may lead to kidney failure.	May feel happy if the disease spread can be prevented.	Avoids all the bad habits.
Web application for this prediction of this disease.	Customers test reports.	Treatment should be done according to the spread of disease.	May be depressed because if the spread is high the customer may die.	
Websites available for prediction of chronic kidney disease analysis using machine learning.				

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Entice	Enter	Engage	Exit	Extend
Help me to predict kidney disease at the early stage.	Helps me to prevent kidney failure of patients.	Helps me feels satisfied because I can save some person life.	Helps me to make customer satisfied.	Help me see what I've done.
Helps me to save time.	Useful in medical fields especially in hospitals.	It can be used for business purpose also.	Helps me to reduce mortality rate and cost of health.	Simplify the access to predicted results and avoid the internal working complication.
Helps me to find by using simple datas like blood pressure and sugar level	Helps me to save a person life suffering with the chronic kidney disease.	Helps me to detect in simpler method.		

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Entice	Enter	Engage	Exit	Extend
Early prediction may help the customers to early treatment and save many lives.	The customer may feel satisfied and happy by using this model.	The customer feels productive and creative.	As they exit the predicted results are stored for their future reference.	Try to ensure more trust among users by providing eficient information.

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Entice	Enter	Engage	Exit	Extend
Customers will feel upset if it works slow in some cases.	People with blind disabilities cannot use this system effectively as they have to depend on others to check the interpretation results.	Customer will get angry if it is not working properly.	Customers gets dissatisfied if they don't get a correct prediction.	This system cannot be used by blind people as the interpretation results are just presented in the interface.
Customers will be dejected when it asks to pay for using the system.		If it provides wrong purification methods based on results interpretation, it will be helpless for users to seek a solution.		Sometimes it gives vague information which causes confusion to customers.

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Entice	Enter	Engage	Exit	Extend
Can be used in hospitals for prediction of disease.	Can be used as a online predictor of chronic kidney disease.	Can be used to develop an application for prediction using this model.	Can be used as a training model for prediction.	Ability to integrate with Future Technologies.

Need some inspiration?

See a finished version of this template to kickstart your work.

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